

ACTIVITIES:

C- Fruit & Vegetable of the Month

Review the “Quick Steps to Fruits & Vegetables Galore” binder.

-Binder contains a fruit & vegetable for them to promote each month.
The following items are included for each specific fruit or vegetable:

- ✓ **Fact Sheet**
- ✓ **Fun Facts**
- ✓ **School Food Service Link**
 - Recipes
 - Marketing Ideas
 - Promotion Ideas
 - Safety, Quality & Presentation Tips (*located in star shapes*)

-As a result of this training we will ask them at the end of the class to commit to implementing the “Quick Steps Fruit & Vegetable of the Month”

-Explain to them that this is a great tool for staff training on fruits & vegetables. Each month they can take 10-15 minutes to review the fruit & vegetable of the month. It will be important that they highlight the Safety, Quality & Presentation stars on the School Food Service Link. These tips are all taken from the ***Fruit & Vegetables Galore Kit***.

-Next ask the participants to plan one month’s menu promotion using the ***Quick Steps to Fruits & Vegetables Galore Binder*** they have received at the workshop. Use the “Annual Marketing Calendar: Healthy School Meals” pages 52-56 in the *Meal Appeal* manual.

-Let them work in small groups of 4 or 5 people.

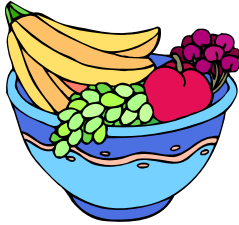
-Give them 10 or 15 minutes to do this project.

-Tell them to select a leader who will report their promotional ideas back to the entire class.

-At the end of the 10 minutes have each group report their exciting program to the entire class.

FRUITS & VEGETABLES

of the



Month



<i>MONTH</i>	<i>FRUIT</i>	<i>VEGETABLE</i>
September:	Cantaloupe	Red Bell Pepper
October:	Apples	Yellow Squash
November:	Pineapple	Carrots
December:	Clementines	Broccoli
January:	Dried Cranberries	Cauliflower
February:	Pink/Red Grapefruit	Sweet Potatoes
March:	Kiwi	Chickpeas
April:	Apricots	Sugar Snap Peas
May:	Bananas	Spinach
June:	Blueberries	Cucumbers

ACTIVITIES:

Fruit & Vegetable of the Month Promos

<u>MONTH/ DATES:</u> <i>(Remember Holidays!)</i>	<u>FRUIT/ VEG:</u>	<u>MENU:</u> <i>(Recipes, Frt. & Veg. Bar, Topping Bar,...)</i>	<u>ADVERTISING:</u> <i>(Printed: Fliers, Menu, Newspaper, Newsletter...)</i>	<u>ADVERTISING:</u> <i>(Groups: Students- Teachers -Caf. Staff Mtgs., Parents...)</i>	<u>MERCHANDISING:</u> <i>(Decorations, Staff Attire, ...)</i>	<u>CONTESTS:</u> <i>(Guess # of Swt. Pot. In Pile, Trivia,...)</i>	<u>PRIZES/ INCENTIVES:</u> <i>(Water Bottles, Stickers, T-Shirts, Seedies,...)</i>